

WISCONSIN

Official 2020-2021
State Parks Guide



Produced in partnership between Travel Wisconsin and Madden

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Discover natural wonders throughout **WISCONSIN**

Travel Wisconsin's *State Parks Guide*, produced in partnership with Wisconsin Department of Natural Resources, provides information on statewide parks, forests, trails, and recreation areas. Outdoor enthusiasts use this field guide to plan family excursions and buddy trips to more than 100 outdoor destinations. Expert descriptions and maps encourage visitors to plan multiple trips to see all the natural wonders the state offers. Plus, supporting content encourages visitors to embark on outdoor adventures in all four seasons.

Circulation: 272,000 copies



The *State Parks Guide* will also be available digitally at TravelWisconsin.com

Deadlines



AD CLOSE
November 8, 2019



SPACE RESERVATION
November 15, 2019



MATERIALS DUE
November 22, 2019



DELIVERY
January 31, 2020

Ad Rates

| Advertorial* | Net |
|---------------------------|---------|
| FULL PAGE | \$7,250 |
| 1/2 PAGE | \$4,278 |
| Premium Positions-Display | Net |
| INSIDE FRONT COVER | \$7,500 |
| INSIDE BACK COVER | \$7,500 |
| BACK COVER | \$7,500 |

Pre-billing available. Details subject to change. Travel Wisconsin has final decision on ad placements.

*New this year! Submit text and images to be included in an advertorial style ad. If you prefer to run a display ad, there are only 3 premium positions available.

Purchase an ad in the Wisconsin Official Travel Guide and receive 5% off of your Wisconsin Official State Parks Guide ad.